

Manistee Harbor Commission Agenda

Tuesday, July 18, 2017 at 1:00 p.m. – Second Floor Conference Room
City Hall, 70 Maple Street, Manistee MI 49660

Call to Order

Approval of Agenda

Public Comments on Agenda Items (5 minute limit)

Approval of Minutes

- Minutes of June 20, 2017

Reports

- Harbormaster
- City Manager
- DPW Director – Edgewater Boat Docks
- Marketing Vendor – Agreement Renewal

Unfinished Business

- Sponsorship Idea for Marina Patio Area – Glenn Zaring & Ty Cook
- Port Authority Research – Glenn Zaring
- Partnerships with DDA and Parks Commission

New Business

- LRBOI Wild Rice Signs at Arthur Street Launch Ramp – Thad Taylor/Joshua Beaulaurier, LRBOI Biologist
- Wolverine Sculpture at Municipal Marina – Thad Taylor/Douglas Radcliffe North
- Marina Dock Repairs and Upgrade – Tim Kozal

Public Comment (5 minute limit)

Comments by Harbor Commissioners

Adjourn

Strategic Plan Action Items:

- | | |
|-------------------------------|---------------------------------------|
| • 1.1.1 Ordinance Review | • 4.1.2 Change of Focus |
| • 1.1.2 Recruitment | • 4.1.3 Early & Late Season |
| • 2.1.1 Skid Piers | • 5.1.1 Around the Lake Discussions |
| • 2.1.2 Docks | • 5.1.2 Sister Marina |
| • 2.1.3 Boat Launches | • 5.1.3 Reach Out to Key Stakeholders |
| • 3.1.1 Loss Revenue | • 6.1.1 Update Website Info |
| • 3.1.2 Revenue Sources | • 6.1.2 Marina Relationships / DDA |
| • 3.1.3 Expenses | • 6.1.3 Update Info in Visitors Guide |
| • 4.1.1 Transient Users Needs | |

HARBOR COMMISSION MINUTES MEETING OF JUNE 20, 2017

A regular meeting of the Manistee Harbor Commission was held on Tuesday, June 20, 2017 at 1:00 p.m. in the Municipal Marina's Boaters Lounge, 480 River Street, Manistee MI 49660. The meeting was called to order by the Chair.

Roll Call	Present	Excused Absence	Unexcused Absence
Commissioner Fritz Boehm	✓		
Commissioner Ty Cook	✓		
Commissioner Tim Kozal	✓		
Commissioner Jim Smith			✓
Commissioner Alex Zaccanelli	✓		
Commissioner Glenn Zaring	✓		
Commissioner Roger Zielinski			✓
City Manager Thad Taylor	✓		

OTHERS PRESENT: Marketing Vendor Maralee Cook

APPROVAL OF AGENDA

MOTION by Glenn Zaring, second by Fritz Boehm, to approve the agenda as presented. Voice vote - Motion carried.

PUBLIC COMMENTS ON AGENDA ITEMS

- None

APPROVAL OF MINUTES

MOTION by Tim Kozal, second by Glenn Zaring, to approve the minutes for the April 18, 2017 meeting as presented. Voice vote - Motion carried.

STAFF REPORTS

Harbormaster. Marina patio area received a dry well, gutters and downspout to address this wet area. Looking at options for a hard surface in this area, funding remains the issue. Installed a fire extinguisher and stand near the west end of the docks. Two marina attendants attending Clean Marina training in Frankfort. Budget utility issues were resolved. Laura will operate the marina with five part-time employees, down from six last year. Contacted by Lakeland Boating magazine for an article this season. Thanked Mickey McCann and Mark Hansen for their assistance on marina grounds and facility. Revenues are still down and fishing tournaments have reduced the number of days boats will be at the marina. Arranging for CPR training for marina staff by the Fire Department. Discussed potential seasonal slip rental, freezer issue last year, and an incentive currently running until June 30 (if a boater rents for two days, the third day is free).

City Manager. Launch ramp revenue report was included in the agenda packet. Manager reported that at the end of May seasonal receipts were up, daily receipts were down. Discussed various economic development activities in the City.

Marketing Vendor. Maralee Cook provided an update on her efforts to market the marina. The current agreement with Maralee expires June 30, 2017. General consensus that Facebook marketing has made a positive impact; the number of Facebook followers has increased 47% since this campaign was started. We will need to wait until the end of the season to see if it increases boater traffic to the marina. Discussed continuing marketing efforts in the 2017-2018 budget. Ms. Cook will work with the Harbormaster on a renewal to be brought back for Harbor Commission consideration at their July meeting. Commission requested that the marina survey card be updated to include a question: How did you hear about us? Also requested that the Harbormaster request his staff to ask this question directly of boaters when they register to allow better feedback on these marketing efforts. Harbor Commission members will also stop down periodically to check in with boaters in an effort to determine the success of this expenditure of marketing funds.

UNFINISHED BUSINESS

- Marina Patio Area. Glenn Zaring will work with Ty Cook researching the feasibility of sponsorship(s) for patio area improvements from area corporations. If it appears this kind of campaign would be successful, the concept will be written up for City Council consideration.
- Discussion on Ideas / Opportunities to Partner with the DDA. Maralee has been working with the DDA on various efforts. The DDA Director has been talking with the downtown businesses encouraging their participation.
- Discussion on Ideas / Opportunities to Partner with the Parks Commission. Ty Cook is keeping in contact with the Parks Commission.

NEW BUSINESS

- None

PUBLIC COMMENTS

- None

OTHER COMMENTS

- Ty Cook – asked about status of website updates that include marina information. Kozal reported that some have been updated and Ty was able to get the Chicago Yacht Club website updated.
- Glenn Zaring – Discussed forming a Port Authority to increase shipping and revenue. Consensus for Glenn Zaring to do some research on Port Authorities for further discussion.

ADJOURNMENT

Next meeting is scheduled for July 18, 2017 at 1:00 p.m. in the Second Floor Conference Room, City Hall, 70 Maple Street, Manistee, Michigan.

MOTION to adjourn by Glenn Zaring, second by Tim Kozal at 1:50 p.m.

Draft - cl

Cynthia Lokovich, CAP-OM
Recording Secretary

Maralee Cook

373 2nd Street, Manistee, MI 49660 | Ph: 231.887.1316 | Em: maralee.cook@gmail.com

June 22, 2017

Tim Kozal
City of Manistee Director of Public Safety
70 Maple Street
Manistee, MI 49660

Ref.: Manistee Municipal Marina Facebook Administration – July/August 2017

Dear Tim:

Based on the recommendations from the June 20, 2017 Harbor Commission Meeting, to sustain current momentum from Facebook advertising gained to date, here are my recommendations for the rest of the boating season:

- Boost posts to only the two targeted groups around Lake Michigan with boating interests and interests in northern Michigan, Lake Michigan, Ludington, Manistee etc.
- Four boosted posts at \$75 each will continue through August 31 and focus on: Staying at MMM following the Chicago to Mackinac Race; July Fishing; Grapes on the River; August and September fishing.
- Non-boosted posts to existing followers will continue through the same time period.
- Facebook ad charges will not exceed \$300; my services will not exceed \$200, for a not-to-exceed total of \$500.

I believe that if the decision is made to continue boosting Facebook posts in 2018, we can reduce costs in January and February to make up the difference, without a loss of Facebook page followers.

Please let me know if you need additional information. Thank you for the opportunity to present this proposal.

Sincerely,

Maralee Cook

Cindy Lokovich

From: Thad Taylor
Sent: Monday, June 26, 2017 7:51 AM
To: Cindy Lokovich
Subject: FW: Wild Rice Signs
Attachments: wild rice signs.pub

Add this to the Harbor Commission's July meeting agenda.

Thad N. Taylor | City Manager

City of Manistee | Manager's Office
70 Maple Street | Manistee, MI 49660 | p: 231-398-2801 | f: 231-723-1546
ttaylor@manisteemi.gov | www.manisteemi.gov

From: Joshua Beaulaurier [<mailto:joshuabeaulaurier@lrboi-nsn.gov>]
Sent: Thursday, June 22, 2017 10:40 AM
To: Thad Taylor
Subject: RE: Wild Rice Signs

Thad,

Sorry about the delay in the response. We have not printed anything yet. I will be attaching them in a publisher form.

Thanks and have a good day.

Joshua Beaulaurier
Aquatic Fishery Biologist
Office: (231) 398-2183
Cell: (231) 655-9143
Email: joshuabeaulaurier@lrboi-nsn.gov
2608 Government Center Dr.
Manistee, Mi 49660

From: Thad Taylor [<mailto:ttaylor@manisteemi.gov>]
Sent: Tuesday, June 13, 2017 7:12 AM
To: Joshua Beaulaurier <joshuabeaulaurier@lrboi-nsn.gov>
Cc: Jeff Mikula <JMikula@manisteemi.gov>
Subject: RE: Wild Rice Signs

Josh:

Sorry for the delayed response, have been out of the office since last Wednesday. I would like to see the sign(s) that you would like to post before giving permission. If you could email me a photo(s) it would be helpful. Thanks and enjoy the day.

Thad N. Taylor | City Manager

From: Joshua Beaulaurier [<mailto:joshuabeaulaurier@lrboi-nsn.gov>]
Sent: Wednesday, June 07, 2017 12:37 PM
To: Thad Taylor
Subject: Wild Rice Signs

Hello Thad Taylor,

I am Josh Beaulaurier the aquatic fishery biologist for Little River Band of Ottawa Indians. I am getting a hold of you to see if the tribe would be allowed to place signs that are concerning of wild rice at the boat launch on Aurther St. that is on Manistee Lake. The signs are just letting people know that Wild Rice is in the Area and to try not to destroy it with their boats while they are out boating in the Manistee lake Area. Wild Rice is a cultural significant plant for the Anishinaabek people and allowing the signs to be put up would hopefully ensure people to not destroy the plants and the bed that is in the area. If you have any questions do not hesitate to call.

Have a nice day.

Thanks,
Josh

Joshua Beaulaurier
Aquatic Fishery Biologist
Little River Band of Ottawa Indians
Office: (231)398-2183
Cell: (231)655-9143
Email: joshuabeaulaurier@lrboi-nsn.gov
2608 Government Center Dr.
Manistee, Mi 49660



Little River Band of Ottawa Indians/Natural Resources

CAUTION

**Wild Rice in the area
please do not disturb.**





Little River Band of Ottawa Indians/Natural Resources

ATTENTION:

Wild Rice Zone

Seeds of the plant are high in protein and an important fall food source for waterfowl.

Help animals and birds in the fall to gain energy for migration

Creates habitat for fish

Be aware do not destroy!



I will be making one that will show the different stages of the plant so people can identify it in general.

Cindy Lokovich

From: Thad Taylor
Sent: Monday, June 26, 2017 12:35 PM
To: Cindy Lokovich
Subject: FW: PROUD MICHIGANDER
Attachments: scan0001.jpg; scan0002.jpg; scan0001.jpg; scan0001.jpg

Include this email and the picture of the wolverine in the next Harbor Commission packet.

Thad N. Taylor | City Manager

City of Manistee | Manager's Office
70 Maple Street | Manistee, MI 49660 | p: 231-398-2801 | f: 231-723-1546
ttaylor@manisteemi.gov | www.manisteemi.gov

From: Douglas Radcliffe North [<mailto:drnncc4@aol.com>]
Sent: Thursday, June 22, 2017 10:53 AM
To: Thad Taylor; Xavier Verna
Subject: PROUD MICHIGANDER

Douglas Radcliffe North
3079 Hendee Road
Jackson, Michigan 49201
(517) 783-2000
DRNNCC4@aol.com

Dear Thad & Xavier;

I'm a proud Michigander from The Great Wolverine State. It's cool the state of Michigan includes the Wolverine on top of all Michigan historical site markers.

My generation grew up watching Michigan Outdoors. Mort Neff taught us everything great about our Wolverine State. Mr. Michigan Outdoors should never be forgotten.

Disregarding I'm an alumnus from The University of Michigan I've been fascinated with the Wolverine from an early age. Recently, I created what I could not buy.

Will Manistee Marina accept the donation of the same life-size Wolverine sculpture artwork I gave President Ford (permanently displayed in The Presidential Ford Museum & Library) to be mounted on a granite field stone boulder (with this engraving), installed permanently at your marina dock area to commemorate Mort Neff?

DEDICATED TO

THE GREAT WOLVERINE STATE

IN MEMORY OF MORT NEFF

"MR. MICHIGAN OUTDOORS"

